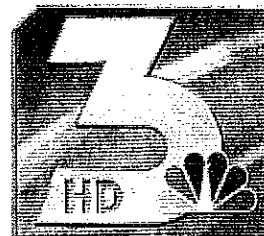


ORDER

KSNV

Orders

Order / Rev: **104857**
 Alt Order #: 06837373
 Product Desc: BERKLEY FOR SENATE
 Estimate: 60S
 Flight Dates: 07/30/12 - 08/06/12
 Original Date / Rev: 07/27/12 / 07/27/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Berkley, Shelley for Senate
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	22	\$31,800.00	\$27,030.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$31,800.00	\$27,030.00	0.00
Totals	22	\$31,800.00	\$27,030.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	27%	\$31,800.00
Market	100%	\$117,777.78

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$35,333.33
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$17,666.67
KTUD	0%	\$0.00
KVVU	25%	\$29,444.44
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$3,533.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/03/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	1:00	5	\$800.00	1	0.00	NM	5	\$4,000.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12		MTWTF--			5			\$800.00		0.00			

Order / Rev: 104857
 Alt Order #: 06837373
 Flight Dates: 07/30/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 60S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/03/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	1:00	5	\$800.00	1	0.00	NM	5	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--					5	\$800.00		0.00			
E 2	KSNV	08/06/12	08/06/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$800.00		0.00			
E 3	KSNV	07/30/12	08/03/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M---F--	1:00	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M---F--					2	\$1,400.00		0.00			
E 4	KSNV	08/06/12	08/06/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$1,400.00		0.00			
E 5	KSNV	08/06/12	08/06/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$1,400.00		0.00			
E 6	KSNV	07/30/12	08/03/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	1:00	5	\$1,400.00	1	0.00	NM	5	\$7,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--					5	\$1,400.00		0.00			
E 7	KSNV	07/30/12	08/03/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	1:00	5	\$2,200.00	1	0.00	NM	5	\$11,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--					5	\$2,200.00		0.00			
E 8	KSNV	08/06/12	08/06/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$2,200.00		0.00			
E 9	KSNV	08/04/12	08/04/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	1:00	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					1	\$1,200.00		0.00			
													Totals	22	\$31,800.00